CASE STUDY — Retail

4,000 Unit Retailer Increased ROI By 315% With Stirista

140%
customer acquisition ROI increase

315%
repeat visit ROI increase

295%
win-back ROI increase

Overview

One of the largest franchise organizations in the U.S. was facing challenges with its acquisition, retention, and win-back marketing efforts. The company aimed to increase incremental profitability across its 4,000 retail locations.

Objective

The franchise's customer loyalty strategy focused on implementing integrated marketing programs across both corporate and franchise locations. The goal was to increase customer visits incrementally and profitably through targeted and timely promotions across multiple channels. However, the organization needed relevant data to drive customer growth and engagement. To support this effort, Stirista developed a data-driven approach to targeting and segmentation, including the analysis and enhancement of customer data and behaviors.

Solution

With a clear need for actionable data, Stirista built a digital platform that allowed participating locations to request geo-targeted, data-driven digital campaigns. This platform also supported more complex campaigns across direct mail, social media, email, and a mobile app. Each month, Stirista analyzed target data sets and enriched them using its extensive consumer database. This process filled in missing information, such as email addresses, phone numbers, digital identifiers, names, and postal addresses.

The campaign focused on three key segments: customer acquisition, repeat visits, and win-back. Each segment was assigned a different offer tailored to drive visits using a method known as Intelligent Discounting. This approach ensured that offers matched each target's lifecycle stage. For example, regular customers received no discounts, infrequent visitors received modest incentives, and new prospects received more aggressive offers to drive loyalty.

Stirista used its modeling capabilities to go beyond basic geographic or demographic data. Each prospect or customer was scored based on interests, propensities, and likelihoods. Those profiles were then matched to the right creative, message, and channel to maximize impact based on their current life stage.

Results

With over 85% of stores participating, and insights drawn from customer transactions and preferences, Stirista helped the organization segment and engage audiences based on visit frequency, personal interests, and location proximity.

Customer acquisition resulted in a 2% increase in incremental profitability and a 140% boost in ROI. Repeat visits grew by 4.2% with a 315% increase in ROI. Win-back efforts delivered a 3.8% growth and a 295% increase in ROI.

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